



Outreach Tips For a Successful Local Campaign

Generate viewership and partnership for the compelling PBS special **JOBS:THE CLASS OF 2000** by implementing the following local outreach ideas:

Host a Community Screening

Organize a breakfast or other screening of **JOBS:THE CLASS OF 2000** for your board of directors, advisory groups and/or community leaders.

Create Outreach Partnerships

Identify and establish partnerships with local organizations whose mission is related to the goals of the projects — and whose associated groups can play a role in activities that support the project locally. Contact key prospective partners and hold meetings to discuss the purposes and messages of the program and strategies for activating local memberships. **School To Work** and other local partnerships will work to link the young people in school to jobs in their communities.

Send Postcards to Community Groups

Open up your mailing list files from previous community projects and find the names of local opinion leaders. Consider mailing each a postcard (available soon) announcing the television special date and time.

Notify Local Schools and Universities

Inform educational partners about this program. Parents, teachers and school administrators will be interested in finding out about the upcoming PBS special and **School To Work** opportunities.

PBS Pittsburgh
2 Fifth Avenue
Pittsburgh, PA 15213
800.876.1316
412.622.6413
<http://www.pbs.org/jobs>

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